

# The Press and Journal

Highlands, Moray and Islands



2020 MEDIA PACK

## About The Press and Journal

### Highlands, Moray and Islands

The Press and Journal is the first-choice read for people in its circulation area, beating all of its rivals in terms of sales penetration and readership. Published six days a week, The Press and Journal's circulation area covers Aberdeen and Aberdeenshire, Moray, Inverness, and Highlands and Islands.

Our aim is to remain local and relevant to our readers with our content, while also including Scottish, national and international news. We carry weekly supplements including Your Home, Your Car, Your Weekend and Your Life. We also publish occasional, quarterly and monthly supplements, including our Energy Voice supplement. Energy Voice appears on the first Monday of each month, and covers all aspects of the oil, gas and renewables industry, which is the major employer in the north-east.

Fishing, farming, finance, whisky production and tourism are also major industries. These are well covered in our comprehensive Business and Farming pages. We carry an average of 11 sports pages most days, apart from Monday morning, when this increases to between 20 and 25 pages, to reflect weekend events.

The Press and Journal also keeps readers up-to-date online with breaking news and even more content ([www.pressandjournal.co.uk](http://www.pressandjournal.co.uk)).



Catherine Deveney



Lindsay Razaq



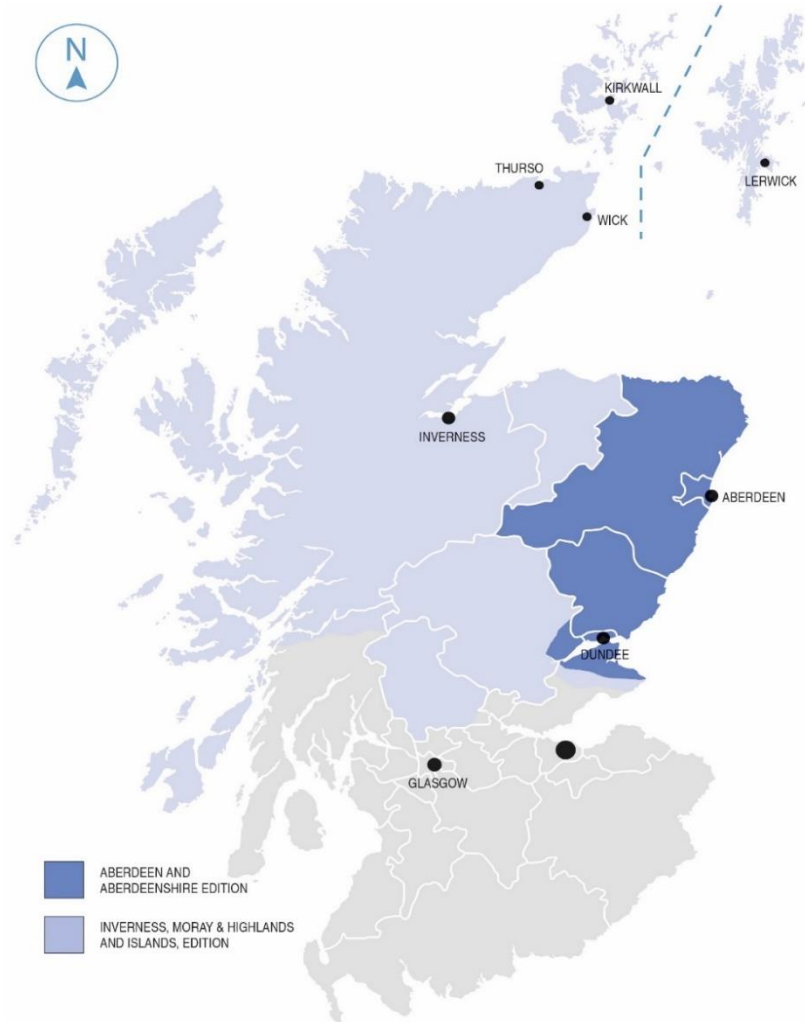
Alex Bell



Andy Skinner

## The Press and Journal Core Area

Highlands, Moray and Islands



The Press and Journal reaches **58%** of the Highlands, Moray and Islands, more than any other newspaper.

**196,000+**

Total Area Audience

**19,500+**

Copies Sold Daily

Source: JICREG 14/11/2019; ABC Jan – Jun 2019 Moray, Highlands and Islands editions

## The Press and Journal Audience

Highlands, Moray and Islands

The Press and Journal's uniquely affluent audience is reflective of the region it serves. Adults from the north-east of Scotland, with strong ties to the energy, oil, marine, agriculture and research industries make up the core of The Press and Journal's audience.

Our readers balance professional commitments with a meaningful home life, a love of entertainment and a passion for sport.

**57%**

ABC1 Social Grade

**15%**

more likely to have  
children in the  
household

**9%**

Higher income  
than average

**66%**

more likely to be  
a manager or  
director

Source: GB TGI 2019 Q3 Apr '18 – Mar '19 Base: Scotland

## Print Opportunities



**Energy Voice**  
Energy Supplement  
First Monday of every month



**The Business**  
Business Supplement  
Third Monday of every month



**The Score**  
Sport Supplement  
Every Monday



**Your Home**  
Property Supplement  
Every Tuesday



**Your Car**  
Motoring Supplement  
Every Wednesday



**Your Weekend**  
Entertainment Supplement  
Every Thursday



**Farming**  
Farming Supplement  
Every Saturday



**Your Life**  
Lifestyle Supplement  
Every Saturday



**The Menu**  
Food and Drink Supplement  
Every Saturday



**The Leader**  
Highland Business Supplement  
Bi-Monthly



**Farm Focus**  
Farming Supplement  
Quarterly

## Digital Opportunities

Highlands, Moray and Islands

Various ad slots appearing alongside trusted news content across our websites will share your messages with the audience most receptive to your brand.

**72,000+** Monthly Website Users  
**900+** Facebook Likes



Source: Google Analytics (October 2019); Facebook as of November 2019

## Other Services

### Content Marketing

Written by our experienced team of journalists, content marketing looks and feels like the surrounding editorial of the page and is a great way to showcase your expertise or perspective on a complicated subject.

This type of content is of high quality, relevant to your target audience, engaging, shareable and trustworthy amongst our credible brands.

Compared to traditional print adverts, content marketing within our titles scores 38% higher in reader engagement.



### Is your website mobile responsive?

61% of users will not return to a mobile website if they had trouble accessing it.

Having your website optimised for different screen sizes increases the amount of time visitors will spend on your site and improves your rankings in search engines.

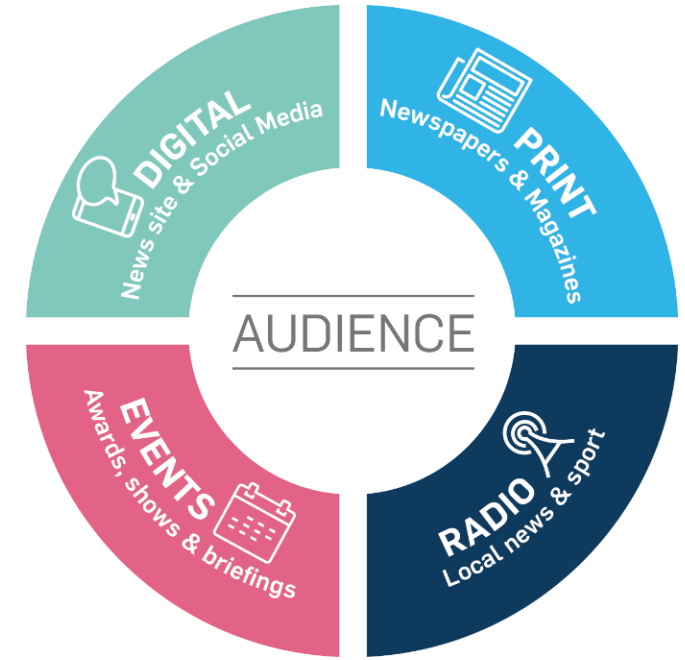
With packages starting at £499, our highly skilled digital team provides a one-stop-shop for mobile-optimised web design and can get your business online in just two weeks.

Prices subject to both VAT and a monthly service charge. Source: RAMetrics: DC Thomson Reader Panel

## About DCT Media

The Press and Journal is part of the DC Thomson Media group and serves distinctive content throughout north and north-east of Scotland.

Our newspapers have been providing readers with breaking news for more than 272 years and our readers have a strong connection with our brands.



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**100%**

family-owned

---

**16m**

magazines sold every year

---

**5**

daily, evening and Sunday newspaper brands

---

**4**

radio stations, making DC Thomson Media the largest Scottish owned radio group

---

**272**

years since we first published a newspaper



# The Press and Journal

Highlands, Moray and Islands

**Stephen Flight**  
**Head of Sales**

Email: [sflight@dctmedia.co.uk](mailto:sflight@dctmedia.co.uk)  
Tel: 01382 575066

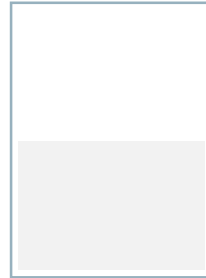
## Print and Digital Spec

### Print



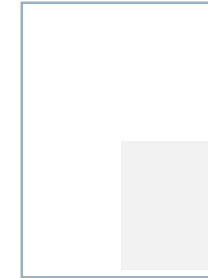
#### Full page

- Bleed: W 275mm x H 341mm
- Trim: W 269mm x H 335mm
- From **£1,225 + VAT**



#### Half page

- W 259mm x H 150mm
- From **£674 + VAT**



#### Quarter page

- W 128mm x H 150mm
- From **£368 + VAT**

### Digital

#### Leaderboard

Desktop/Tablet: 728 x 90px

#### Billboard

Standard: 970 x 250px

#### MPU

Standard: 300 x 250px  
Double: 300 x 600px

File sizes: 75kb or less

#### Site Skins

- Must be supplied as a single graphic
- File size less than 1Mb in total
- Total scale of artwork should account for screen sizes of up to 1920 x 1080px
- Artwork should contain a central blank panel that is 1020px x full height